Karnes of postal services where average revenue is more than total average cost for the year 1999-2000 (Projection)

(Rs in Crores)

SI No	Name of Postal Service	Excess of Revenue over cost
1.	Speed Post	33.75
2.	Insurance	39.98
3.	Foreign Mail	70 78
4.	Letter	16.83
5.	Book Post-Book Pattern and Sample Packets	18.33
6.	Parcel	0.80

Advertisement by VSNL for increasing its base

3844. SHRI PARMESHWAR KUMAR AGARWALLA :

DR. C NARAYANA RFDDY :

Will the Minister of COMMUNICATIONS be pleased to state :

(a) whether it is a feet thai: the Videsh Sanchar Nigam Ltd require effective advertising and marketing for increasing its subscriber base: and

(b) if so, what action is proposed to be taken to enable it to face the tough competition ?

THE MINISTER OF STATE IN THE MINISTRY OF COMMUNICATIONS (SHRI TAPAN SIKDAR): (a) Yes Sir. VSNL is providing many services in a competitive environment and requires marketing strategies and effective advertising plan

(b) To be able to face tough competition, VSNL has developed a sound and robust marketing plan using various media, sponsorship programmes in judicious proportion so as to obtain maximum benefit and reach. The marketing plan includes the use of TV Media, Print Media, Hoardings. Internet and Pub-lteity through exhibitions and seminars.